BUT WE HAVE TO DO SOMETHING

Don’t mention the ...

One foot in the ...

Pant Fillers

Thomson Twins

P v R

PMT

SJ

Life of Brian
Always look on the bright side of life

• I’m a better driver than ..... 
• I’ve been driving for 35 years and never ..... 
• The problem is boy racers ..... 
• Women drivers are the biggest problem ..... 
• Older drivers - they’re the dangerous ones ..... 
• White van man ..... 
• It won’t happen to me ..... 

OPTIMISM BIAS and REINFORCED BEHAVIOUR
Credible Risk?

- Graphic? ✓
- Memorable? ✓
- Shocking? ✓
- As bad as it gets? ✓
- Real? ✓
- Shareworthy? ✓

- Effective ✗

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Behavioural Change Models

Proven Models

• Protection Motivation Theory
• Theory of Planned Behaviour
• Health Belief Model
• Theory of Reasoned Action
• Theory of Flow
• Transtheoretical Model
• Language of BCTs

NUDGE

• Pre-contemplation
• Contemplation
• Preparation
• Action
• Maintenance

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Neuroscience and Somatic Markers

Cognitive Functions of the Prefrontal Cortex
- The ability to recognise future consequences resulting from current actions
- Experiential learning by associating feelings and emotions to events

The Amygdala
- Memory of Fear

Sad Sweet Dreamer
Green line: 20-year old experienced
Red line: 20-year old learner

Anticipatory area
Event area

SCR (µS)

15 seconds
Doctor, Doctor, cant you see.....
It’s a public health issue

• 2017
  – 146 deaths
  – 1,589 serious
  – 7,693 slight
  – 9,428 total casualties

In any other walk of life ...........

............. It’s an epidemic
Early Years are Vital

Jesuits
Give me the child, and I will mould the man.
Give me the child for seven years, and I will give you the man.
Give me the child till the age of seven, and I will show you the man.

United Nations
To be effective, road safety education shall be provided on a systematic and continuous basis in pre-school establishments, primary and secondary schools, within out-of-school activities and places of further education.”
“WHAT OUR CHILDREN LEARN NOW, COULD LAST THEM A LIFETIME”

Road Safety within Curriculum for Excellence 2018-19
Safe Drive Stay Alive (et al)

- Popular
- Partnership exemplar
- Collective expertise
- Captive audience
- Emotional hook
- Well-received

- Halo effect
- Effectiveness
- Robust evaluation
- First, do no harm
- Unintended consequences
- Plausible or valuable
PERCEPTION versus REALITY

• Does somebody have to be here killed before you do anything about it!
• Media Hype
• Pressure from political masters, neighbours, spouse, family, friends, etc
• School gate parking

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The Framework and Mid-term Review

• Original 8 priority areas
• 96 commitments
• Reviewed 2015/16
  – Original aspirations still relevant, but
  – 3 Priority Focus Areas
    • Speed and Motorcyclists
    • Pre, Young, and Older Drivers
    • Pedestrians and Cyclists (VRUs)
  – Safe System approach

Next steps …..towards 2030?
We have to do something!

Have we something to do?

We may think

We should think

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